In the Claims:

2.(Previously Amended): The method of claim 15 wherein the pre-processing includes one of the following steps:

Reducing the file size of the media object,

Compressing the media object for purposes of transportation,

Changing the file format of the media object,

Changing the aspect ratio or otherwise cropping the media object,

Adding text or other annotation to the media object,

Encoding or otherwise converting the media object,

Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,

Changing the orientation or otherwise rotating the media object,

Combining (including stitching) of multiple media objects, or

Enhancing the image by changing its contrast or saturation values.

3.(Previously Amended): The methods of claims 15 or 2 wherein the media object is associated with the media object identifier by dragging a visual representation of the media object to the graphical user interface of the media object identifier.

4.(Previously Amended): The methods of claims 15 or 2 wherein the media object is associated with the media object identifier by browsing and selecting files.

5.(Previously Amended): The methods of claim 15 or 2 wherein more than one media object is associated or processed simultaneously

6.(Previously Amended): The methods of claim 15 or 2 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

8.(Previously Amended): The method of claim 15 wherein the pre-processing includes reducing the size of the media object.

9.(Previously Amended): The method of claim 15 wherein the pre-processing includes modifying the format of the media object.

10.(Previously Amended): The method of claim 15 wherein the media object identifier allows display of the media object in context on the web page.

13.(Previously Amended): The method of claim 15 wherein the media object is a digital image.

15.(Currently Amended): A method comprising the steps of:

accessing at least one media object identifier, the media object identifier being embedded within a third-party web site, the media object identifier including a graphical user interface for acquiring media objects;

associating a media object with the media object identifier; and

~~in response to the associating step, automatically~~ pre-processing the media object by the media object identifier for the requirements of the third-party web site, the pre-processing being done without additional user selection of the pre-processing ~~input; and~~

~~associating the pre-processed media object with a web page of the third-party web site~~.

16.(Currently Amended): A method comprising the steps of:

accessing a web site containing a media object identifier, the media object identifier including a graphical user interface for acquiring media objects;

associating a media object with the media object identifier; and

~~in response to the associating step, automatically~~ pre-processing the media object by the media object identifier for the requirements of a web site, the pre-processing including checking a file size of the media object and if the file size of the media object is larger than a predetermined maximum file size reducing the file size of the media object, the pre-processing being done without ~~additional~~ user selection of the pre-processing ~~input; and~~

~~associating the pre-processed media object with a web page of the web site~~.

17.(Previously Amended): The method of claim 16 wherein the pre-processing further includes one of the following steps:

Compressing the media object for purposes of transportation,

Changing the file format of the media object,

Changing the aspect ratio or otherwise cropping the media object,

Adding text or other annotation to the media object,

Encoding or otherwise converting the media object,

Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,

Changing the orientation or otherwise rotating the media object,

Combining (including stitching) of multiple media objects, or

Enhancing the image by changing its contrast or saturation values.

18.(Previously Amended): The method of claim 16 wherein the media object is associated with the media object identifier by dragging a visual representation of the media object to the graphical user interface of the media object identifier.

19.(Previously Amended): The method of claim 16 wherein the media object is associated with the media object identifier by browsing and selecting files.

20.(Previously Amended): The method of claim 16 wherein more than one media object is associated or processed simultaneously.

21.(Previously Amended): The method of claim 16 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

22.(Previously Amended): The method of claim 16 wherein the media object identifier allows display of the media object in context on the web page.

23.(Previously Amended): The method of claim 16 wherein the media object identifier is embedded in the web site.

24.(Previously Amended): The method of claim 16 wherein the media object is a digital image.

25.(Cancelled)

26.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim ~~25~~ 48 wherein the pre-processing includes one of the following steps:

Reducing the file size of the media object,

Compressing the media object for purposes of transportation,

Changing the file format of the media object,

Changing the aspect ratio or otherwise cropping the media object,

Adding text or other annotation to the media object,

Encoding or otherwise converting the media object,

Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,

Changing the orientation or otherwise rotating the media object,

Combining (including stitching) of multiple media objects, or

Enhancing the image by changing its contrast or saturation values.

27.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim ~~25~~ 48 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

28.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim ~~25~~ 48 wherein the pre-processing includes reducing the size of the media object.

29.(Amended): The computer readable medium containing a program ~~software~~ of claim ~~25~~ 48 wherein the pre-processing includes modifying the format of the media object.

30.(Amended): The computer readable medium containing a program ~~software~~ of claim ~~25~~ 48 wherein the media object is a digital image.

31.(Cancelled)

32.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim ~~31~~ 49 wherein the pre-processing further includes one of the following steps:

Compressing the media object for purposes of transportation,

Changing the file format of the media object,

Changing the aspect ratio or otherwise cropping the media object,

Adding text or other annotation to the media object,

Encoding or otherwise converting the media object,

Processing the media object in a manner that completely fills the media object identifier or maintains the aspect ratio of the media object within the media object identifier,

Changing the orientation or otherwise rotating the media object,

Combining (including stitching) of multiple media objects, or

Enhancing the image by changing its contrast or saturation values.

33.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim ~~31~~ 49 wherein more than one media object identifier is generated dynamically or generated from pre-set instructions.

34.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim ~~31~~ 49 wherein the media object identifier is embedded in the web site.

35.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim ~~31~~ 49 wherein the media object is a digital image.

36.(Previously Added): The method of claim 15, wherein the media object identifier is configurable to control the pre-processing.

37.(Previously Added): The method of claim 36, wherein the media object identifier is configurable by operators of the third party web site to control the pre-processing.

38.(Previously Added): The method of claim 15, wherein requirements relate to presentation requirements of the third party web site.

39.(Previously Added): The method of claim 16, wherein the media object identifier is configurable to control the pre-processing.

40.(Previously Added): The method of claim 39, wherein the media object identifier is configurable by operators of the web site to control the pre-processing.

41.(Previously Added): The method of claim 16, wherein requirements relate to presentation requirements of the web site.

42.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim 48, wherein the media object identifier is configurable to control the pre-processing.

43.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim 42, wherein the media object identifier is configurable by operators of the third party web site to control the pre-processing.

44.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim ~~25~~ 48, wherein requirements relate to presentation requirements of the third party web site.

45.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim ~~31~~ 49 which the media object identifier is configurable to control the pre-processing.

46.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim 45, wherein the media object identifier is configurable by operators of the web site to control the pre-processing.

47.(Currently Amended): The computer readable medium containing a program ~~software~~ of claim ~~31~~ 49, wherein requirements relate to presentation requirements of the website.

48.(New): A computer readable medium containing a program adapted to implement the method of:

associating a media object with a media object identifier, the media object identifier being embedded within a third-party web site, the media object identifier including a graphical user interface for acquiring media objects; and

pre-processing the media object by the media object identifier for the requirements of the third-party web site, the pre-processing being done without user selection of the pre-processing.

49.(New): A computer readable medium containing a program adapted to implement the method of:

associating a media object with a media object identifier at a web site, the media object identifier including a graphical user interface for acquiring media objects; and

pre-processing the media object by the media object identifier for the requirements of a web site, the pre-processing including checking a file size of the media object and if the file size of the media object is larger than a predetermined maximum file size reducing the file size of the media object, the pre-processing being done without user selection of the pre-processing.

50.(New): A method comprising:

acquiring a media object with a web page displayed at a local computer;

pre-processing the media object at the local computer without user selection of the pre-processing; and

uploading the pre-processed media object from the local computer to a remote server.

51.(New): The method of claim 50, wherein the web page includes an embedded graphical user interface for media object acquisition software.

52.(New): The method of claim 51, wherein the graphical user interface embedded in the web page is positioned within a rectangular region of the web page display.

53.(New): The method of claim 52, wherein the web page includes code for obtaining media object acquisition software.

54.(New): The method of claim 50, wherein the media object acquisition software includes media object identifier.

55.(New): The method of claim 54, wherein the media object identifier is an active X or Java applet component.

56.(New): The method of claim 50, wherein the web page contains parameters used by the media object acquisition software to control the pre-processing.

57.(New): The method of claim 50, wherein the remote server enables the media object to be displayed in a destination web site.

58.(New): The method of claim 50, wherein the web page is used to acquire the media object by a user dragging and dropping the media object into a graphical user interface for media object acquisition software embedded in the web page.

59.(New): The method of claim 50, wherein a graphical user interface for media object acquisition software embedded in the web page can be used to select media objects from a file system of the local computer.

60.(New): The method of claim 50, wherein the pre-processing includes changing a file type of media object.

61.(New): The method of claim 50, wherein pre-processing includes checking a file size of the media object and if the file size of the media object is larger than a predetermined maximum file size, reducing the file size of the media object.

62.(New): The method of claim 50, wherein the local computer displays the web page using a browser.

63.(New): The method of claim 50, wherein the media object is a digital image.

64.(New): The method of claim 50, wherein the uploading is done after the user selects a submit button displayed on the web page.

65.(New): The method of claim 64, wherein the pre-processing occurs after the user selects the submit button but before the uploading.

66.(New): A computer readable medium containing a program adapted to implement a method of:

acquiring a media object with a web page displayed at a local computer;

pre-processing the media object at the local computer without user selection of the pre-processing; and

uploading the pre-processed media object from the local computer to a remote server.

67.(New): The computer readable medium containing a program of claim 66, wherein the web page includes an embedded graphical user interface for media object acquisition software.

68.(New): The computer readable medium containing a program of claim 67, wherein the graphical user interface embedded in the web page is positioned within a rectangular region of the web page display.

69.(New): The computer readable medium containing a program of claim 68, wherein the web page includes code for obtaining media object acquisition software.

70.(New): The computer readable medium containing a program of claim 66, wherein the media object acquisition software includes media object identifier.

71.(New): The computer readable medium containing a program of claim 70, wherein the media object identifier is an active X or Java applet component.

72.(New): The computer readable medium containing a program of claim 66, wherein the web page contains parameters used by the media object acquisition software to control the pre-processing.

73.(New): The computer readable medium containing a program of claim 66, wherein the remote server enables the media object to be displayed in a destination web site.

74.(New): The computer readable medium containing a program of claim 66, wherein the web page is used to acquire the media object by a user dragging and dropping the media object into a graphical user interface for media object acquisition software embedded in the web page.

75.(New): The computer readable medium containing a program of claim 66, wherein a graphical user interface for media object acquisition software embedded in the web page can be used to select media objects from a file system of the local computer.

76.(New): The computer readable medium containing a program of claim 66, wherein the pre-processing includes changing a file type of media object.

77.(New): The computer readable medium containing a program of claim 66, wherein pre-processing includes checking a file size of the media object and if the file size of the media object is larger than a predetermined maximum file size, reducing the file size of the media object.

78.(New): The computer readable medium containing a program of claim 66, wherein the local computer displays the web page using a browser.

79.(New): The computer readable medium containing a program of claim 66, wherein the media object is a digital image.

80.(New): The computer readable medium containing a program of claim 66, wherein the uploading is done after the user selects a submit button displayed on the web page.

81.(New): The computer readable medium containing a program of claim 80, wherein the pre-processing occurs after the user selects the submit button but before the uploading.

82.(New): A computer readable medium containing a markup language page for a web page the markup language page comprising :

code for obtaining a media object identifier, the media object identifier adapted to be embedded within the web page, the media object identifier including a graphical user interface for acquiring media objects; and

parameters within the markup language page which are passed to the media object identifier for customizing the operation of the media object identifier in the web page.

83.(New): The computer readable medium of claim 82 wherein the parameters are adapted to control the pre-processing of the media object.

84.(New): The method of claim 15, wherein the pre-processed media object is uploaded to a remote server which enables the media object to be displayed on the web site..

85.(New): The method of claim 16, wherein the pre-processed media object is uploaded to a remote server which enables the media object to be displayed on the web site.